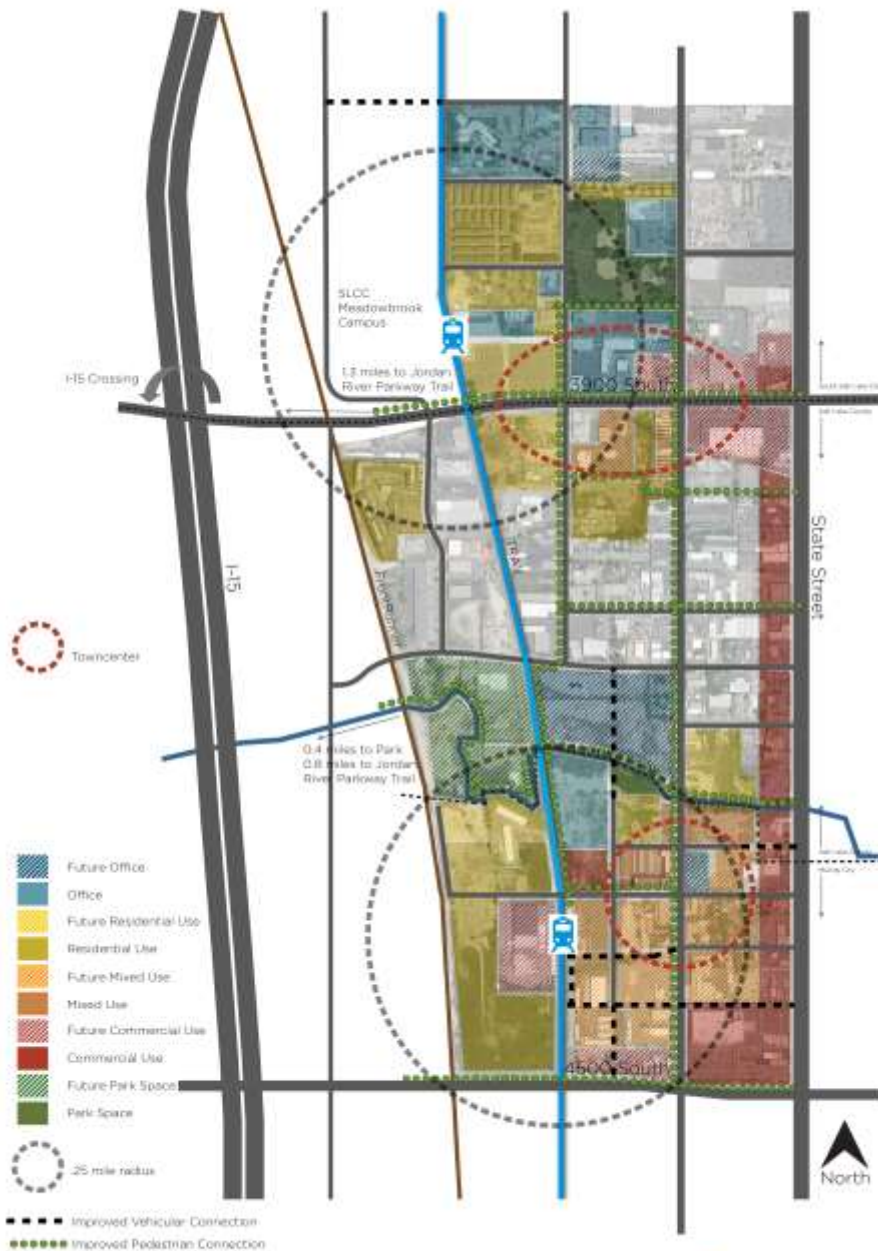


EVIDENCE-BASED PLANNING & CREATIVE PLACEMAKING





THE GOAL

Millcreek Small Area Plan
Land Use Connections



MEASURE

The research team implements the research study as outlined in the research plan, tracks any changes, and makes necessary adjustments. Data collection is the most time-consuming and costly phase of a research project.

MONITOR

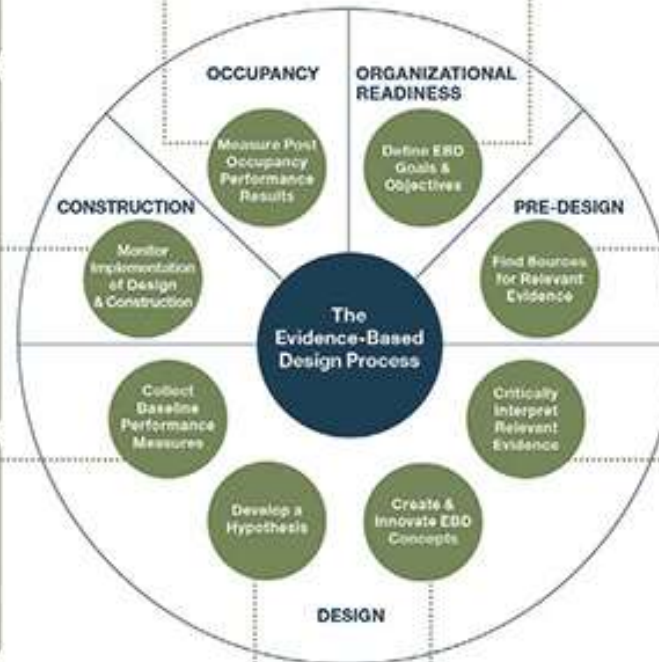
It is the responsibility of the project team to ensure that all design strategies are executed as specified in the design documents and in compliance with the proposed research plan. At the end of construction, the project team verifies that the commissioned building complies with the EBD intent and is ready for post-occupancy research.

COLLECT

Assess the current processes at a macro level and define project metrics that will be used to measure outcomes. These will aid in the creation of the functional and space program.

HYPOTHESIZE

Hypotheses are predictions of the expected relationship between variables and can be tested through empirical research. Hypotheses point out the direction for data collection and provide guidance for analyzing and interpreting the data.



DEFINE

Establish a vision that defines the intentions, direction, and goals & objectives for the project. The team can then properly articulate the project goals in terms of their desired outcomes.

FIND

A literature review will identify gaps in knowledge, determine what relevant research has already been performed, and inform the basis for new research.

INTERPRET

To determine if the evidence is credible and can be used to inform the design and the hypotheses, it is important to understand the relevance, rigor, validity and generalization of the information cited.

CREATE

Translate relevant evidence into design guidelines—summary statements that designers use for guiding aesthetic, functional, or compositional decisions. The team can begin to create preliminary design concepts derived from the design guidelines.

THE PROCESS



ENVE is defined by excellence, innovation, simplicity, focus, and passion.

Early in the conceptual design of the project we created a visioning statement that would guide the design process moving forward. We wanted this statement to be concise and capture the essence of the project yet allow enough depth to provide meaningful direction for future decisions.

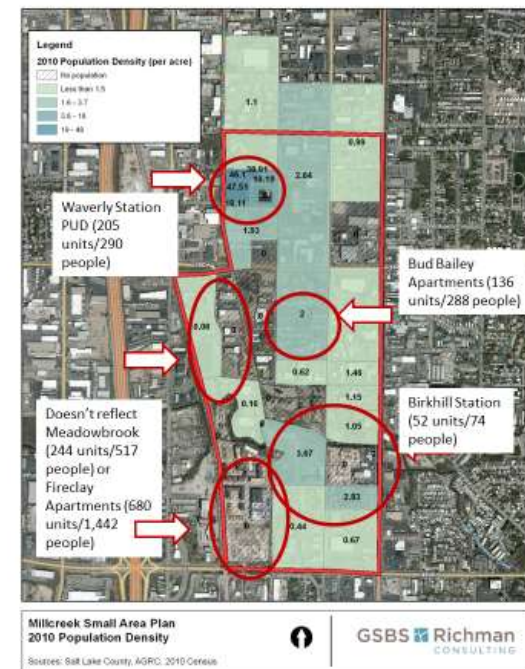
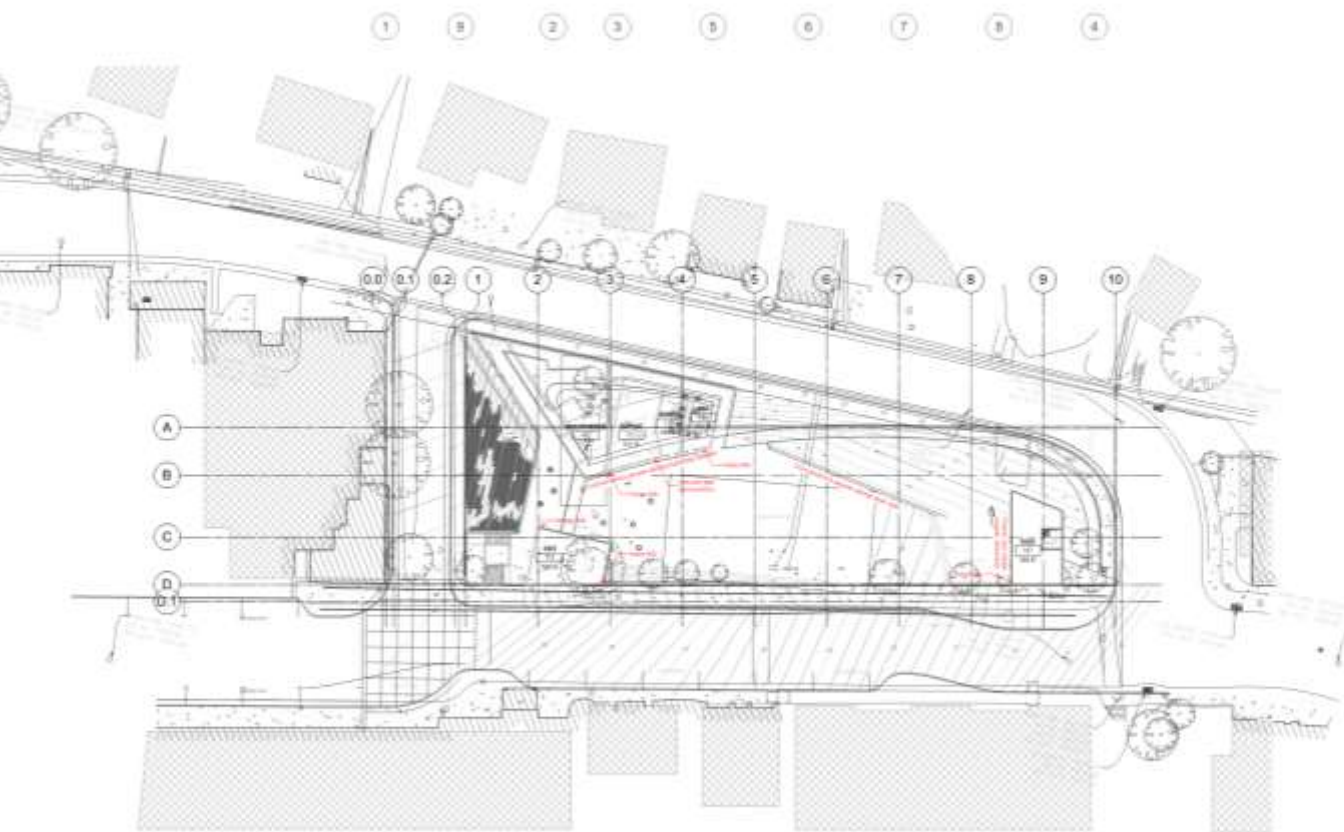
Together we decided the statement should combine two primary defining characteristics of ENVE, that the project will "foster innovation through simplicity."

foster **INNOVATION** through SIMPLICITY

2

3

ESTABLISHING THE VISION



- Population of study area was very small in 2010, only 689 people, reflecting the dominance of commercial land use
- In 2010, 1/3 of census blocks had no residents, and average population densities were only 5 persons per acre as opposed to 10 persons per acre in more established neighborhoods to the east
- This situation is rapidly changing with development of rental apartments

EVALUATING CONSTRAINTS



Millcreek/Meadowbrook Small Area Plan
FUTURE LAND USE PLAN



MILLCREEK-MEADOWBROOK

Tools Used:

- Real Estate Market Analysis
- Site Evaluation
- Vision and goal setting
- Mapping

PROJECT OVERVIEW

3.00S and 3.00T				
Existing				
Millcreek Small Area - 3 Miles				
		Utah Per Capita Spending	Buying Power	Supportable SF
Supermarket Format	Food Sales (From State Quarterly Records)	1663.34115	\$243,268,346.59	582,372
	GROCERY STORES (445100-445120)	31.5653593	\$4,616,523.04	11,052
	SPECIALTY FOOD STORES (445200-445299)	81.3085295	\$1,891,612.32	28,468
	PHARMACIES & DRUG STORES (446110-446119)	57.5978183	\$3,714,662.87	22,110
Fast Food	LIMITED SERVICE EATING PLACES(722200-722213)	459.832871	\$67,251,857.49	154,958
Other Stores	OTHER HEALTH & PERSONAL CARE (446190-446199)	21.1763992	\$3,097,108.25	321
	OTHER MISCELLANEOUS STORES(453900-453999)	360.796213	\$52,767,466.28	263,837
Small Medical Office	AMBULATORY HEALTH CARE SERVICES(621000-621999)	26.6870583	\$2,903,057.72	11,299
Total				1,074,417
Existing				
Millcreek Small Area - 2 Miles				
		Utah Per Capita Spending	Buying Power	Supportable SF
Supermarket Format	Food Sales (From State Quarterly Records)	1663.34115	\$219,941,815.22	526,529
	GROCERY STORES (445100-445120)	31.5653593	\$4,173,853.57	9,992
	SPECIALTY FOOD STORES (445200-445299)	81.3085295	\$5,243,840.56	12,553
	PHARMACIES & DRUG STORES (446110-446119)	57.5978183	\$3,714,662.87	9,750
Fast Food	LIMITED SERVICE EATING PLACES(722200-722213)	459.832871	\$67,251,857.49	68,332
Other Stores	OTHER HEALTH & PERSONAL CARE (446190-446199)	21.1763992	\$1,365,732.00	321

- GIS-based
- On site review
- Combined with socio-economic data



Land use still dominated by commercial and light industrial uses.

Many lots are underpinned by old houses.

Industrial sites tend to be located on the edge of town, leaving study area with underperforming commercial.

Three large residential land holdings.

Recent development on high high street at 4000.

Big lot divided Creek basin at lower third of study area.

Land Use	Area (ha)	Percentage
Commercial	2.5	0.3%
Industrial	117.3	45.0%
Residential	0.4	0.1%
Highway Park	11.8	4.7%
Public	24.5	9.6%
Industrial	62.3	24.3%
Single family	17.4	6.8%
Commercial/Industrial	8.5	3.3%
Park	1.7	0.7%
Public	2.0	0.8%
Public	4.3	1.7%
Single family Residential	5.0	2.0%
Public	42.2	16.5%
Public/Industrial	2.0	0.8%
Grand Total	121.4	100.0%

SITE EVALUATION

To encourage the ongoing and market-driven transition of the Study Area into a mixed use neighborhood



VISION AND GOAL SETTING

MAPPING





PARK MAIN PLAZA

Tools Used:

- Vision and goal setting
- Market Analysis
- Stakeholder Interviews
- Sketch-up Modeling

PROJECT OVERVIEW



- **Generate daily activity**
- **Allow and promote event activity**
- **Encourage stay and play**
- **Combine natural and built elements**
- **Be multi-seasonal**

VISION AND GOAL SETTING

- **To promote vision and goals**
- **To add to experience**
- **Enhance, not detract, from existing business**
- **Based on stakeholder interviews**

MARKET ANALYSIS



SKETCH UP MODELING

- **GIS**
 - ArcGIS (for purchase)
 - QGIS (shareware)
- **SKETCH UP**
 - Free version available
- **REAL ESTATE ANALYSIS**
 - Spreadsheet based
 - A lot of information publicly available
- **GRAPHICS**
 - PhotoShop (for purchase)
 - Gimp (shareware)
 - Inkscape (shareware)
- **DOCUMENT LAYOUT**
 - In-Design (for purchase)
 - Scribus (shareware)

PRACTICALITIES & TOOLS

- **BEST PRACTICES**
- **VISION**
- **STRATEGIES**
- **PREDICTING OUTCOMES**
- **TRACKING OUTCOMES**

- 1_through plaza.mp4